

# METHOD FOR ANALYZING ASSORTMENT OF RETAIL PRODUCT

## ABSTRACT OF THE DISCLOSURE

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The present invention discloses computer-based method for determining a product mix for a retail store. The product mix represents the varieties of products, services or other commodities offered by a retailer. Each product or service further represents a particular market segment. The method of the present invention allows each market segment to be evaluated by a retailer in order to determine the optimum product mix for maximizing sales.